

ShareholderApp

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Introduction

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Overview

1

Changes in Mobile and Social Media

2

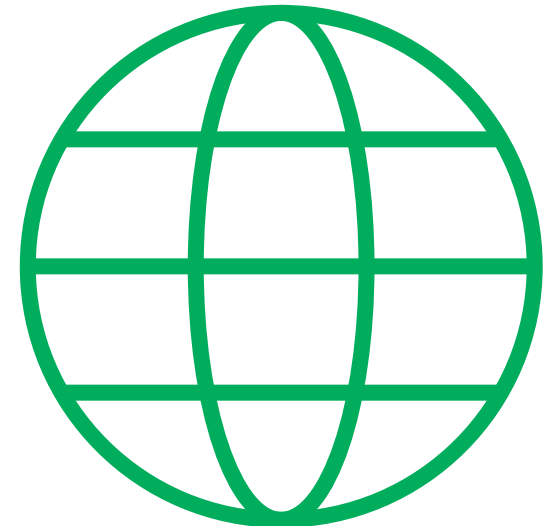
Populating Social Media with Quality IR Content

3

Trends in IR and Mobile

A Key Fact

- Nielsen has done some research which shows that 90 per cent of smart phone users' Internet time is now spent on apps
- Days of using web browsers on mobile are gone.
- Smart phone users creating their own community of content on their phone, and there is now a fight among all content providers to be part of that community.



Why has this happened?

1

Laptop and desktop usage is trending down

2

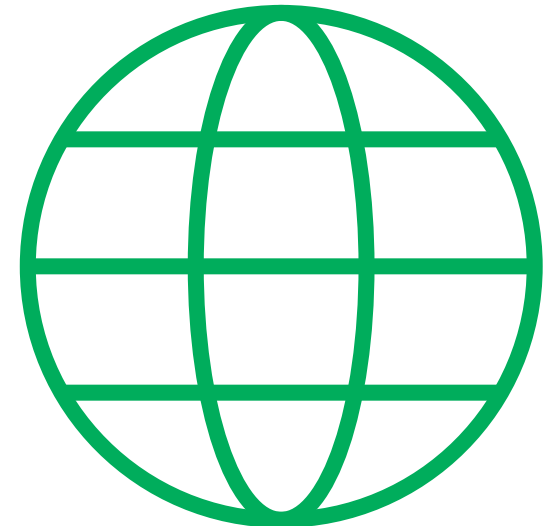
One-click convenient access

3

Notification alerts

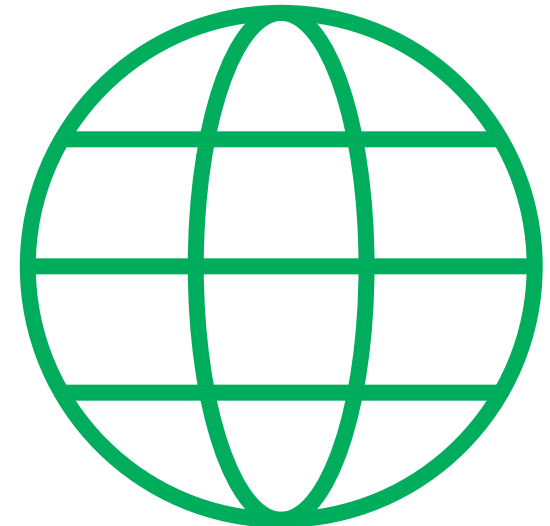
Social Media and IR

- A reluctance so far.
- No one produces more relevant, high quality content than a public company and, in particular, the IR function.
- Simply add your existing content to as many platforms as possible.



Content Marketing

- An additional tool.
- Cost-effective and useful, if implemented well.
- Lobbying, reputation management, opinion leading, stakeholder influencing.
- My NY example: 36 pieces of content, multiple platforms, \$10,000.

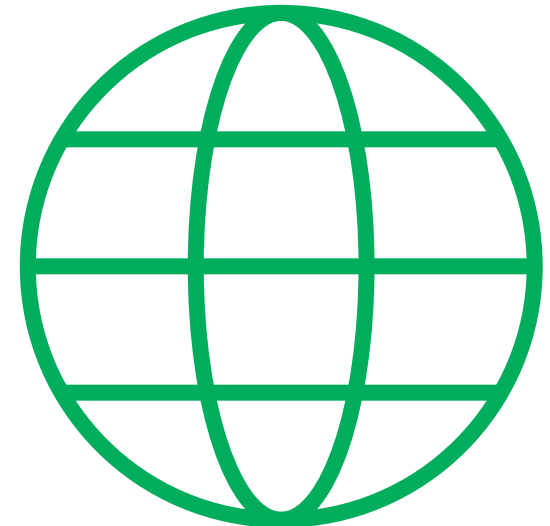


Mobile Apps and IR

There is now critical mass with 100s of public companies adding a mobile app to their IR program.

Four key reasons:

1. Building a more-connected relationship with investors and other stakeholders
2. One-click, anywhere, anytime
3. 70 per cent penetration, 90 per cent apps, 150 times a day
4. Broad reach



Recap

Mobile first. When it comes to smart phones, think app, not website

IR is already producing high quality, relevant social media content

A mobile app will allow you to join the on-screen community being created by each smart phone user

Technology and social media will allow you to build the most connected relationship you have ever had with your investors